

EFFECTIVE CLIENT COMMUNICATIONS

TEXT MESSAGES



BENEFITS

- Easy for clients to confirm appointments at their convenience
- Responses in under 5 minutes
- Higher open rates



DRAWBACKS

- Limited amount of content



BEST USED FOR

- Confirmations and reminders
- Filling last minute appointments
- Urgent matters

EMAIL



BENEFITS

- Room for more content and branding
- Ability to link to your website's appointment request forms



DRAWBACKS

- Lower open rates
- Easily lost in the mix
- May not be read right away



BEST USED FOR

- General marketing and updates
- Follow-up outreach
- Quick check-ins

DIRECT MAIL



BENEFITS

- Less common, stands out
- Personalized
- Staying power: clients can leave on counter or put on refrigerator



DRAWBACKS

- Cost
- Difficult to track engagement
- Longer period of time from sent to received



BEST USED FOR

- Personal outreach for top clients
- Announcements
- Holiday cards
- Sensitive materials

SOCIAL MEDIA



BENEFITS

- Wealth of data
- Ability to showcase reviews
- Create a community
- Build trust and transparency



DRAWBACKS

- Requires frequent attention
- Must be well-versed in technology
- Time-consuming



BEST USED FOR

- Responding to reviews
- Engaging with followers to establish expertise
- Learning about clients via polls and surveys

Learn more about effective client communications and how CPA Site Solutions can help you eliminate last-minute cancellations, save time, and improve profitability with [OfficeMojo](#).

Call (800) 896-4500 to get started.